



REQUEST FOR QUALIFICATIONS

SANTA BARBARA HALF MARATHON

The City of Santa Barbara (City) requests Statements of Proposals from firms and or individuals in the area of event production related to half-marathons

RESPONSES TO RFQ SHOULD BE SUBMITTED ELECTRONICALLY
TO RICH HANNA, ASSISTANT PARKS AND RECREATION DIRECTOR

rhanna@santabarbaraca.gov

(805) 897-2591

DUE BY 5 PM, FEBRUARY 23, 2018

CITY OF SANTA BARBARA

January 2018

SYNOPSIS

The City of Santa Barbara Park and Recreation Department (City) seeks to host a yearly half marathon in November. The City is requesting Statements of Qualifications from firms or individuals (Producer) demonstrating their capacity and experience in producing such an event.

In order to achieve final approval for this event, the Producer needs to plan out the production of this event in its entirety. Upon receiving final approval from the City, the producer will work closely with City staff to complete a Special Event Application and fulfill all of the permit requirements. Planning for the event will commence immediately. The planning of the event should reflect your ideas and thoughts as to how the event could be produced, and should include topics such as;

1. The inclusion of key community entities such as local businesses, hotel associations, sponsors, colleges and universities, neighborhood associations, and the community at large, in the planning and execution of this event.
2. The demonstrated financial or/and social benefit to the community.
3. The extent to which you will work with volunteer organizations, beneficiaries, and individuals who will work to provide services or information to enhance the quality and appeal of this event.

RFQ SUBMITTAL REQUIREMENTS

Failure to meet the following requirements by the proposal submission deadline will be grounds for City to deem a proposal non-responsive. Evaluators may choose not to thoroughly review or score proposals that fail to meet these requirements. In submitting a proposal, each bidder must certify and prove that it possesses the following qualification requirements.

1. Qualifications –

At least five (5) consecutive years of experience of the type(s) listed below. Producers must have experience;

Producing half-marathons, or running races. Emphasize any relevant past experience in directing, overseeing, coordinating or managing other sporting events such as a marathon, half-marathon, 5k/10k and/or triathlons.

- a. In the production of events, collaborating with community organizations and individuals such as; city council, police departments, fire departments, neighborhood associations, business district associations, chambers of commerce and other similar community stakeholder groups.

- b. In the production of events, collaborating with sponsors, volunteers, supporters, producers, and participating groups.
- c. In the production of events, coordinating marketing, promotions and sponsorships to draw participants to location where the event is held.
- d. Oversee all work done by staff, volunteers during the day of the event, to ensure a successful and safe event.

2. Corporations

Corporations must certify that they are in good standing and qualified to conduct business in California.

3. Business Integrity

Proposals must demonstrate Producer have a record of sound business integrity and a history of being responsive to past obligations.

4. Financial Stability

Proposals must demonstrate that Producer are financially stable and solvent and have adequate cash reserves to meet all financial obligations.

SUBMITTAL FORMAT

All responses should be submitted via email. PDFs are recommended. Cover letters are recommended

PROPOSED TIMELINE FOR RFQ RESPONSE EVALUATION AND SELECTION

- Responses Due: February 15, 2018
- Evaluate Responses: February 20-22, 2018
- Interviews: March 1, 2018

CITY POINT OF CONTACT & SUBMITTAL INSTRUCTIONS

The RFQ submittal and any questions should be directed to Rich Hanna, Assistant Parks and Recreation Director, (805) 897-2591, rhanna@santabarbaraca.gov. Enquiries are encouraged.

PROPOSAL FORMAT AND CONTENT REQUIREMENTS

1. General instructions

- a. Each Producer may submit only one proposal. If more than one proposal is submitted, City may reject all proposals.
- b. Develop proposals by following all RFQ instructions and/or clarifications issued by City in the form of question and answer notices, clarification notices, or administrative bulletins.
- c. Before submitting your proposal, seek timely written clarification of any requirements or instructions that you believe to be vague, unclear or that you do not fully understand.
- d. In preparing your proposal response, all narrative portions should be straightforward, detailed and precise. City will determine the responsiveness of a proposal by its quality, not its volume, packaging or colored displays.

2. Format requirements

- a. Format the narrative portions of the proposal as follows:
 - 1) Use one-inch margins at the top, bottom, and both sides.
 - 2) Use a font size of not less than 11 points.
 - 3) Sequentially paginate the pages in each section.

3. Content requirements

This section specifies the order and content of each proposal. Assemble the materials in each proposal set in the following order:

- a. Proposal cover page
- b. Executive Summary Section In this section, clearly articulate your ideas, and goals for how this event could be produced. Articulate your end state with regards to the impact you intend to have in producing this event. In preparing your Executive Summary, do not simply restate or paraphrase information in this RFQ. Describe or demonstrate, in your own words, the following information;
 - 1) Your understanding of City's needs and the importance of this event.
 - 2) The tangible results that you expect to achieve.
 - 3) Your commitment to perform the scope of work in an efficient and timely manner.
 - 4) How you will effectively integrate this event into your current obligations and existing workload.

4. Capability Section

- 1) Include a brief history, including:
 - a) Your organizational structure that will assist City in determining your qualifications.
 - b) A description of your goals and values that are relevant, closely related, or will complement this event.
- 2) Describe the experience that qualifies you to undertake this event. At a minimum, demonstrate five (5) consecutive years of experience of the types listed in the Scope of Work section of this RFQ.
- 3) Briefly, describe events begun and/or completed in the past five (5) years that involved services similar in nature or closely related to the Scope of Work in this RFQ. For each event listed, include the following information:
 - a) Name of agency for whom services were performed
 - b) Duration or length of the event
 - d) Indicate if the event or event is “active/open” or “closed/settled”
 - e) Describe briefly the type and nature of the services you performed
- 4) Briefly describe any experience that demonstrates your ability to establish and maintain effective working relationships with government entities, local community based organizations, and private nonprofit organizations.
- 5) Identify three client references that you have serviced in the past five (5) years that can confirm their satisfaction with your services and confirm if you provided timely and effective services or deliverables.

5. Work Plan Content

- 1) Briefly explain or describe the overall approach and/or methods that you will use to accomplish the Scope of Work
- 2) If applicable, explain what is unique, creative, or innovative about your proposed approaches and/or methods.
- 3) If you envision any major complications or delays at any stage of performance, describe those complications or delays and include a proposed strategy for overcoming those issues. Likewise, indicate if you do not anticipate any major complications or delays and reason for your assumptions.
- 4) Identify the specific tasks/activities and functions that you will perform in the order you believe they will occur. Include the following in-depth information for each task/activity or function in the work plan:

- a) Indicate who will have primary responsibility for performing each major task/activity or function. If known, identify the name and position title of all key personnel, volunteers, sub producers, and/or consultants that will perform the work. If the responsible party is unknown or not yet identified, identify a staff position title or event name/title and indicate "TBD" which is the abbreviation for "to be determined".
- b) Include a performance timeline for each major task/activity or function. Indicate the approximate beginning and ending month and year. If desirable, in addition to start and end dates, you may use other terms such as start-up, ongoing, continuous, etc. to describe the performance timeline. In doing so, you must define the meaning of each unique term that you use.
- c) Describe how you will effectively coordinate, manage and monitor the efforts of the assigned personnel, volunteers, including sub producers and/or consultants, if any, to ensure that all tasks, activities and functions are completed effectively and in a timely manner.
- d) Identify by name and/or position title, each key staff person that will have primary responsibility for managing, directing, overseeing and/or coordinating the work of assigned personnel, volunteers, and sub producers. Clearly indicate who will maintain effective communications with City
- e) Briefly, describe each person's expertise, capabilities and credentials.
- f) Briefly, describe the administrative policies or procedures you will use to ensure that you will recruit and select well-qualified, competent, and experienced personnel, volunteers, and sub producers

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CONDITIONS GOVERNING THE RFQ, SELECTION, AND PERMITTING PROCESS

GENERAL REQUIREMENTS

From the submittals received, the City will select the most qualified producers for interviews. As part of the consideration for entering into the City's Special Event Application with the successful producer, that producer is required to concur with the indemnification and hold harmless language, and to obtain insurance with an insurer, satisfactory to the City as identified in the Special Event Application.

This procurement will be conducted in accordance with the City of Santa Barbara procurement codes and procedures.

1. Receiving Time/Late Proposals

It is the responsibility of the proposer to submit their proposal with sufficient time to be received prior to the opening date and time. Late or incomplete proposals will not be accepted.

2. Acceptance of Conditions Governing the Procurement

By responding to this RFQ, producers indicate their acceptance of the Conditions Governing the Procurement. Submission constitutes acceptance of the Evaluation Factors contained in RFQ.

3. Incurring Cost

Any cost incurred by the producer in preparation, transmittal, presentation of any proposal or material submitted in response to this RFQ shall be borne solely by the producer.

Any cost incurred by the producer for interviews shall be borne solely by the producer.

4. Prime Producer Responsibility

Any event that may result from the RFQ shall specify that the prime producer is solely responsible for fulfillment of the Special Event Application with the City.

5. Amended Responses

Any producer may submit an amended response before the deadline for receipt of qualifications. Such amended responses must be complete replacements for a previously submitted proposal and must be clearly identified as such in the transmittal letter. City personnel will not merge, collage, or assemble submittal materials.

6. Disclosure of Proposal Contents

All proposals submitted in response to this RFQ will become the property of the City of Santa Barbara and may be a matter of public record subject to the State of California Public Records Act (California Government Code Section 6250 et seq.).

All proposals will be treated as confidential documents until the selection process has been completed. Under the California Public Records Act, any information submitted with a response is a public record subject to disclosure unless a specific exemption applies. The City assumes no responsibility for protecting the confidentiality of materials submitted by producers as part of their proposals. In the event a producer desires to keep portions of its proposal confidential, the confidential information so claimed must be identified in writing at the time the proposal is submitted. The producer must clearly identify those portions with the word "Confidential" printed on the top right hand corner of the page.

If the City receives a request from a third party for a copy of the producers proposal pursuant to the California Public Records Act or another applicable public disclosure law and the producer has identified material within the proposal as confidential in accordance with the preceding paragraph, the City will provide the producer with prompt notice of the request in order to allow the producer an opportunity to seek a protective order or other appropriate remedy in order to prevent the disclosure of the material identified as confidential. It is the producer's responsibility to advise the City of the producer's intent to seek a protective order or to advise the City of the producer's decision to waive the opportunity to seek a protective order in a timely fashion in order to allow the City an opportunity to comply with any applicable deadlines for disclosure. If a protective order or other remedy is not obtained by the producer in a timely fashion or the producer waives the opportunity to seek a protective order, the City may disclose the producer's entire proposal in accordance with the California Public Records Act or other applicable law.

The City assumes no responsibility for disclosure or use of unmarked data for any purpose. If the City receives a request from a third party for a copy of the producer's proposal pursuant to the California Public Records Act or another applicable public disclosure law and the producer has not identified any material within the proposal as confidential, the City will treat the entire proposal as a public record subject to disclosure. Ultimately, it is the proposer's obligation and expense to protect information that the producer claims is confidential.

7. Termination

This RFQ may be canceled at any time and any and all proposals may be rejected in whole or in part when the City determines such action to be in the best interest of the City of Santa Barbara.

8. Legal Review

The City requires that all proposer agree to be bound by the General Requirements contained in this RFQ.

9. Governing Law

This procurement and any Special Event Application with proposer that may result shall be governed by the laws of the State of California.

10. Oral Changes and Basis for Proposal

Do not rely upon oral explanations. Changes and addenda will be issued in writing. Only information supplied by the City in writing by the City's Contact, or in this RFQ should be used as the basis for the preparation of responses and proposals.

11. Event Terms and Conditions

The Special Event Application between the City and a producer will follow the format specified by the City and contain the terms and conditions set forth in the Special Event Application

Should a proposer object to any of the City's terms and conditions, as contained in this Section or in the Special Event Application, that proposer must propose specific alternative language. The City may or may not accept the alternative language. General references to the proposer's terms and conditions or attempts at complete substitutions are not acceptable to the City and may result in disqualification of the proposer.

Proposer must provide a brief discussion of the purpose and impact, if any, of each proposed changed followed by the specific proposed alternate wording.

18. Proposer's Terms and Conditions

Proposers must submit with the proposal a complete set of any additional terms and conditions that they expect to have included in a contract negotiated with the City.

Special Event Application Deviations

Any additional terms and conditions that may be the subject of negotiation will be discussed only between the City and the selected proposer and shall not be deemed an opportunity to amend their proposal.

19. Proposer Qualifications

The City may make such investigations as necessary to determine the ability of the proposer to adhere to the requirements specified within this RFQ.

20. Change in Producer Representatives

The City reserves the right to require a change in producer representatives if the assigned representatives are not, in the opinion of the City, meeting its needs adequately.

21. Right To Publish

Throughout the duration of this procurement process and contract term, potential proposers, proposers, and producers must secure from the City written approval prior to the release of any information that pertains to the potential work or activities covered by this procurement or the subsequent contract. Failure to adhere to this requirement may result in disqualification of the proposer or termination of the contract.

22. Ownership of Proposals

All documents submitted in response to the RFQ are subject to public records request.

23. Event Award

Proposal will be evaluated by Committee comprised of City staff and may include local community or business leaders. The Evaluation Committee will make an award recommendation to the Parks and Recreation Director. The Parks and Recreation Director may approve the proposal and/or direct staff to negotiate the final terms and execute the event.

This event shall be awarded to the proposer or proposers whose proposal is most advantageous, taking into consideration the evaluation factors set forth in the RFQ. The most advantageous proposal may or may not have received the most points. Proposers will be notified when the award is being made or an award recommendation goes to Council for approval.

24. Records and Audits

The PRODUCER shall maintain such detailed records as may be necessary to demonstrate its performance of the duties required by this Event, including the date, time and nature of services rendered. These records shall be maintained for a period of three years from the date of the event and shall be subject to inspection by CITY.

25. Enforcement of Event/Waiver

A party's failure to require strict performance of any provision of this Event shall not waive or diminish that party's right thereafter to demand strict compliance with that or any other provision. No waiver by a party of any of its rights under this Event shall be effective unless expressed in writing and signed by the party alleged to have granted the waiver. A waiver by a party of any of its rights shall not be effective to waive any other rights.